

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Applicants: **Chad LESTER, et al.**

Serial No.: **10/749,110**

Confirmation No.: **3154**

Filing Date: **December 29, 2003**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

Examiner: **Brian J. Gillis**

Group Art Unit: **2441**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

References AV, AW, AY, AZ, BK, BO, BR and BU-CE were cited in an Information Disclosure Statement ("IDS") filed with the US PTO on June 18, 2010. The Notice of Allowance mailed on August 16, 2010 indicated that because no references with the cited titles were submitted, references AV, AW, AY, AZ, BK, BO, BR and BU-CE were not considered.

The undersigned discussed this issue, via telephone, with Examiner Gillis on August 24, 2010. During the telephone interview, Examiner Gillis explained that the above-cited references were not considered since they lacked adequate titles in order to allow him to identify the submitted reference on the PTO/SB/08A form. The undersigned indicated that he would amend the references to include the proper title and the PTO/SB/08A citation designation number to allow the Examiner to properly identify the submitted references. Examiner Gillis agreed to consider these references if the applicants supplemented the June 18, 2010 IDS with copies of the references including the proper titles and citation designation numbers. Consequently, copies of the references with titles and citation designation numbers are filed herewith. The applicants request that these references be considered in view of the foregoing.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Respectfully submitted,



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August 24, 2010

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